



## Message from the Minister

I am pleased to present the Ministry of Tourism, Parks, Culture and Sport 2011-12 Annual Report Highlights.

The Ministry enhances economic growth and supports quality of life by managing the

provincial parks system and providing recreation, sport, heritage and cultural opportunities for residents and visitors.

This document provides an executive summary of the more detailed annual report and highlights the Ministry's more notable accomplishments in 2011-12 in support of Government's vision and goals.

For more information on the Ministry's results, please refer to the Ministry's 2011-12 Annual Report, or visit the Ministry's website ([www.tpcs.gov.sk.ca](http://www.tpcs.gov.sk.ca)).

*The Honourable Kevin Doherty  
Minister of Parks, Culture and Sport*



# Ministry of Tourism, Parks, Culture and Sport

## 2011-12 Annual Report Highlights

## The Saskatchewan Advantage



Photo Credit: Tourism Saskatchewan/Greg Huszar Photography

## Ministry Overview

The Ministry supports, celebrates and builds pride in Saskatchewan, and works with diverse groups and communities to: enhance the province's cultural, artistic, recreational and social life; promote excellence in the arts, culture, heritage and sport areas; and to support a vibrant and growing arts and cultural community. The Ministry supports and promotes Saskatchewan tourism, manages and enhances Saskatchewan's provincial parks system, conserves ecosystems and cultural resources and provides recreational and interpretive opportunities for park visitors.

The Ministry continues to partner with third-party organizations such as the Saskatchewan Arts Board, SaskCulture, the Saskatchewan Heritage Foundation, Sask Sport Inc. and the Saskatchewan Parks and Recreation Association, in fulfilling the Ministry's mandate.

The head office is in Regina with satellite offices in La Ronge, Meadow Lake, Melfort, Melville, Moose Jaw, Pierceland, Prince Albert, Saskatoon, Swift Current and The Battlefords. In addition, the Ministry has many offices located in provincial parks throughout Saskatchewan.

The Ministry focuses on tourism enhancement, quality of life and economic growth by providing sport, culture, recreation and heritage opportunities and management of a healthy, vibrant parks system.



Photo Credit:  
Paul Austring Photography



Photo Credit: Calvin Fehr



Photo Credit: Paul Austring Photography

For more information on the Ministry, see [www.tpcs.gov.sk.ca](http://www.tpcs.gov.sk.ca) or call 1-866-951-8828



## Contributing to the Quality of Life for Saskatchewan Residents and Visitors:

Participation in tourism, parks, culture, heritage, sport and recreation opportunities improves our quality of life and supports the economic growth of the province:

- The popularity of provincial parks continues to increase, reaching an all-time high of 3.37 million visits in 2011.
- In 2011-12, attendance at the Royal Saskatchewan Museum (RSM) increased by 9.7 percent to reach more than 123,000 visits, which was the highest it has been in more than five years.
- The Community Initiatives Fund (CIF) invested more than \$12 million in 2011-12 through its grant programs to strengthen the capacity of Saskatchewan's communities in meeting the needs of their residents.
- The Ministry also hired a summer student who travelled across the province and blogged about our parks and communities through social media, under "the Saskatchewaner" pilot project.
- TPCS has been leading a Federal/Provincial/Territorial working group to develop a framework for action to achieve the 2015 federal/provincial and territorial targets focusing on the after-school time period including physical activity for children and youth.



Photo Credit: Paul Austring Photography

### Financial Summary

2011-12 Budget (000s)	2011-12 Actual (000s)	Variance (000s)
\$100,703	\$91,715	\$8,988

Actual FTEs: 406.8

# VISION

*A secure and prosperous Saskatchewan, leading the country in economic and population growth, while providing a high quality of life for all.*



Photo Credit: Tourism Saskatchewan/Greg Huszar Photography

## Our 2011-12 Significant Achievements

### Sustaining Economic Growth....

- Worked with Tourism Saskatoon and the Regina Regional Opportunities Commission to provide funding to help develop and bid on major events, such as the 2012 Brier-Men's Curling Championship in Saskatoon.
- Improved the ability of provincial parks to attract visitors by launching a new enhanced Parks website as well as a mobile site, which are continually being improved.
- Launched a new campsite reservation service for our provincial parks, which provides a faster, more efficient service for our residents and tourists to book a campsite. Almost 14,000 reservations were processed during the first day which was more than all of the reservation requests received in five months with the previous process.

### Securing Saskatchewan...

- Continued to offer the Active Families Benefit program that provided more than \$6.6 million in refundable tax benefits to 31,000 families in the second tax year (2010) of the program. Effective January 1, 2012, in keeping with Government's commitments, the eligible age range is being extended to include all children less than 18 years of age.
- The Main Street® demonstration program was launched in 2011, to revitalize communities, to strengthen heritage conservation, and create attractive places for residents, visitors and business. Demonstration communities include Prince Albert, Indian Head, Wolseley and Maple Creek.
- TPCS in partnership with Enterprise Saskatchewan, Tourism Saskatchewan, the Protocol Office and Intergovernmental Affairs, launched a provincial marketing campaign in conjunction with *Prairie Scene*, a major multi-disciplinary arts festival, to help showcase Saskatchewan arts and culture in spring 2011 in Ottawa.

### Keeping Promises...

- TPCS added electrification to nearly 1,100 new campsites over four years, exceeding Government's commitment. In 2011-12, electrification was added to more than 200 existing campsites in six provincial parks.
- The Ministry continued to systematically replace aging facilities and other infrastructure in provincial parks to improve visitor experiences. In 2011-12, more than \$10 million was invested to undertake key priorities in the park system. Some of the capital projects include: state-of-the-art campground service centres at Crooked Lake Provincial Park and Cypress Hills Interprovincial Park; potable water systems at Crooked Lake Provincial Park; shoreline stabilization at Elbow Harbour.



Photo Credit: Paul Austring Photography